

# Experts at the ready

One of the UK's leading experts in insulated glass units with almost half a century of experience, has appointed Purplex as its PR and marketing agency.

Based in Kent and operating across the UK, the E.J. Cocker Group is comprised of E.J. Cocker & Son; which manufactures and supplies IGUs for internal and external use in residential and commercial properties, and Slenderline Glass which supplies joiners, fabricators and contractors with advanced solutions for all heritage and sash windows.

E.J. Cocker has appointed Purplex to develop a strategy encompassing PR and email marketing to showcase their full range of products and services as well as their commitment to quality craftsmanship.

Andy Cocker, director at E.J. Cocker says: "We have a strong reputation within the industry for high-quality, high performance sealed units. We want to build on this further and continue to grow the Slenderline brand as the only source for advanced, uncompromised heritage sealed units.

"We chose to partner with Purplex because of its experience in helping businesses build their brands and gain nationwide exposure. We have ambitious growth plans and we knew to accomplish them, we had to work with the industry marketing experts.

"We're absolutely delighted to be working with E.J. Cocker," says Sam Cross, account director at Purplex. "With decades of experience manufacturing IGUs, E.J. Cocker is the authority in the sector and one of its most trusted names. This will be reflected in the PR coverage and overall marketing strategy as we promote their range of products and Andy and his team share their opinion on the industry."

Purplex Marketing was founded in 2004 by Andrew Scott who was previously marketing and sales director for several companies in the building products and home improvement industries. Purplex was created to provide businesses in this sector a port of call for marketing consultancy and expert PR, branding and digital marketing. Clients range from small home improvement firms to global building product manufacturers. □

[www.purplexmarketing.co.uk](http://www.purplexmarketing.co.uk)



Left to right - Andy Cocker and Sam Cross shake hands on a deal



Andrew Scott